

Message Text

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DEPT PASS COMMERCE (BEWT/TPD-MATHES)

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TAGS: BEXP, CZ

SUBJ: INDUSTRIAL HEATING EQUIPMENT ASSOCIATION TRADE

MISSION TO CZECHOSLOVAKIA, OCTOBER 6-10.

REF: PRAGUE 2362(NOTAL) AND PREVIOUS.

1. SUMMARY: DURING TWO WORKING DAYS, SIX-MEMBER IHEA TRADE MISSION MET WITH OVER 75 LEADING GOVERNMENT AND INDUSTRY OFFICIALS IN CZECHOSLOVAK METALLURGICAL AND AUTOMOTIVE INDUSTRY. MISSION DELEGATION MET WITH DEPUTY FEDERAL MINISTER OF METALLURGY AND ENGINEERING FOR DISCUSSION OF BROAD INDUSTRY PLANS AND PROSPECTS FOR FURTHER DEVELOPMENT OF CZECH/US TRADE. THREE PARTICIPATING FIRMS WERE CONVINCED THAT SIGNIFICANT SALES POSSIBILITIES RESULTING FROM MISSION VISIT LAY AHEAD. OTHERS WERE SATISFIED WITH HEAVY EMPHASIS ON INTRODUCTIONS TO END-USERS, AND EXPRESSED INTENTION TO FOLLOW UP ON CONTRACTS. END SUMMARY.

2. MISSION SCHEDULE:

MISSION HELD GENERAL MEETING OCTOBER 8 WITH FORTY KEY PEOPLE FROM CZECHOSLOVAK GOVERNMENT AND METALLURGICAL AND ENGINEERING INDUSTRY. DURING MEETING MISSION MEMBERS WERE UNCLASSIFIED
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WELCOMED BY REPRESENTATIVES OF FEDERAL MINISTRY OF METALLURGY AND ENGINEERING (FMME) AND CZECHOSLOVAK

CHAMBER OF COMMERCE. FOLLOWING INTRODUCTION OF MISSION MEMBERS AND SHORT PRESENTATIONS, GROUP BROKE UP FOR INDIVIDUAL MEETINGS AND CONSULTATIONS.

3. DURING AFTERNOON, MISSION DIRECTOR PASEK ACCOMPANIED BY THREE MISSION MEMBERS AND EMBASSY OFFICER PAID CALL ON DEPUTY MINISTER LUDVIK GOLAT, OFFICIAL RESPONSIBLE FOR METALLURGY IN CZECHOSLOVAKIA. IN HOUR-LONG CONVERSATION, GOLAT REVIEWED DEVELOPMENTS IN CZECHOSLOVAK INDUSTRY AND DISCUSSED OPPORTUNITIES FOR U.S. SUPPLIERS OF INDUSTRIAL HEATING EQUIPMENT, WHICH HE LOOSELY TIED TO MFN AND FURTHER POSITIVE DEVELOPMENTS IN BILATERAL RELATIONS. GOLAT REFERRED TO LONG ABSENCE OF U.S. FIRMS FROM CZECHOSLOVAK MARKET AND INTERVENING TECHNICAL ADVANCES MADE BY CZECHOSLOVAK METALLURGICAL ENGINEERS ON THEIR OWN AS FACTORS WHICH WOULD HAVE TO BE OVERCOME IF SUBSTANTIAL SALES OF U.S. INDUSTRIAL HEATING EQUIPMENT WERE TO BE REALIZED. GOLAT WELCOMED MISSION AS SIGN OF REVIVED U.S. INTEREST IN EXPANDING TECHNOLOGICAL AND COMMERCIAL LINKS.

4. RECEPTION AND CALL AT CHAMBER OF COMMERCE:
DURING EVENING OCT 8, EMBASSY OFFICER HOSTED RECEPTION ATTENDED BY FORTH OFFICIALS AND INDUSTRY SPECIALISTS. ON OCTOBER 9 MISSION DIRECTOR AND THREE MISSION MEMBERS PAID COURTESY CALL AT CHAMBER OF COMMERCE AND RECEIVED DETAILED EXPLANATION OF CHAMBER'S ACTIVITIES AND FACILITATIVE SERVICES.

5. MISSION MEMBERS' ASSESSMENT/POSSIBLE SALES:
ALTHOUGH MISSION MEMBERS REPRESENTED EXPORTING COMPANIES, ALL WERE NEW-TO-MARKET IN CZECHOSLOVAKIA. MEMBERS WERE UNANIMOUS IN VIEW THAT MISSION HAD BEEN OVERALL SUCCESS, WITH IPSEN INDUSTRIES (ALCO STANDARD), GCA/VACUMM INDUSTRIES AND SALEM CORPORATION EXPRESSING CONVICTION THAT CONCRETE POSSIBILITIES EXISTED FOR SALE OF THEIR EQUIPMENT IN NEXT YEAR OR TWO. REPRESENTATIVES OF OTHER FIRMS WERE GENERALLY OF OPINION THAT ALTHOUGH MORE TIME AND FOLLOW-UP WILL BE NEEDED TO SECURE WIDER INTEREST AMONG CZECHS
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IN THEIR EQUIPMENT, OUR FORMULA OF HEAVY CONCENTRATION ON END-USERS WAS CORRECT IN INTRODUCING MISSION MEMBERS TO CZECH INDUSTRY.

6. EMBASSY ASSESSMENT:
COMPACT MISSION SIZE AND EXCELLENT REPUTATIONS OF PARTICIPATING FIRMS GREATLY FACILITATED ARRANGEMENTS FOR MISSION VISIT. IN ALL, GROUP EXPOSED TO MORE THAN 75 LEADING OFFICIALS AND SPECIALISTS INVOLVED IN MODERNIZATION AND EXPANSION PROJECTS IN CZECH METALLURGICAL AND

AUTOMOTIVE INDUSTRY. WE HAVE NO DOUBT SEVERAL PARTICIPATING
FIRMS WILL SECURE CONTRACTS FOR EQUIPMENT SALES FOR PROJECTS,
NOW IN PLANNING STAGES, WHICH WILL MATURE IN PERIOD 1976-77
AND BEYOND.
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